



National Investor Relations Institute

Fundamentals of Investor Relations Seminar and Service Provider Showcase

The Loews Santa Monica Beach Hotel
Santa Monica, CA
January 11 – 14, 2015

AGENDA

www.niri.org/fundamentals

Updated 1/7/2015

SUNDAY, JANUARY 11

6:00 – 7:00 pm

Welcome Reception, Registration and Service Provider Showcase

Arcadia Foyer – 5th Floor

Network with your peers!

OBJECTIVES

Get acquainted

Pick up your seminar notebook for preview

Preview the Service Provider Showcase

MONDAY, JANUARY 12

7:45 – 8:15 am

Registration

Arcadia Foyer – 5th Floor

Breakfast

Service Provider Showcase

MONDAY, JANUARY 12

8:15 – 8:30 am **Welcome and Orientation**

Arcadia Foyer – 5th Floor

Kraig Conrad

Vice President, Professional Development
National Investor Relations Institute
Alexandria, VA

Day Moderator

Nicole McIntosh-Russell

Vice President, Investor Relations
Waddell & Reed Financial, Inc.
Overland Park, KS

Get introduced to the world of IR!

OBJECTIVES

- Overview of IR practice terrain
- Highlights of NIRI taxonomy

8:30 – 9:30 am **The Big Picture: Investor Relations Today**

Nicole McIntosh-Russell

Vice President, Investor Relations
Waddell & Reed Financial, Inc.
Overland Park, KS

Gain a comprehensive overview of the investor relations function from a senior-level IRO

OBJECTIVES

- Day in the life of an IRO and major job responsibilities
- Evolution of the role of investor relations
- Investor relations career – what makes a standout IRO?
- Demonstrating results and evaluating performance
- Relationship management and collaboration with other departments
- How to respectfully object and marshal resources

MONDAY, JANUARY 12

9:30 – 10:00 am Service Providers and Other Resources

Kraig Conrad

Vice President, Professional Development
National Investor Relations Institute
Alexandria, VA

Discover solutions and resources to make your job easier and lead you to success

OBJECTIVES

- Meet the Service Providers
- Learn how providers can help you do your job

NIRI Would like to thank our table top sponsors:

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S&P Capital IQ
SNL IR Solutions
Virtua Research

To view descriptions, visit www.niri.org/fund15sponsors

10:00 – 10:30 am Break
Service Provider Showcase

MONDAY, JANUARY 12

10:30 am – 12:15 pm Corporate Disclosure: Issues and Best Practices

Stephen Cooke

Partner, Corporate Development
Paul, Hastings LLP
Costa Mesa, CA

A legal expert and IR pros review disclosure concepts, filings, regulations, enforcement, and liability

OBJECTIVES

Disclosure concepts – duties to disclose, materiality
Overview of filings
Rules and regulations – Regulation Fair Disclosure (FD), SOX
Enforcement and oversight – the SEC and Self Regulating Organizations
Professional liability and D&O
Notice and access

12:15 – 1:30 pm Lunch Sponsored by Loews Hotel

Ocean and Vine – Lobby Level

NIRI dignitary Smooch Reynolds will be available to answer career questions.

Smooch Reynolds

Executive Vice President
DHR International
Pasadena, CA

MONDAY, JANUARY 12

1:30 – 3:00 pm **Corporate Disclosure (cont'd)**

Kathleen Brennan deJesus
Senior Attorney, Corporate Governance
Edison International
Rosemead, CA

Lori Hillman
Manager, Investor Relations
Health Net, Inc.
Woodland Hills, CA

Felicia Williams
Senior Manager, Investor Relations
Edison International
Rosemead, CA

*Learn the key points of proper external
communications for investor relations*

OBJECTIVES

- Guidance – communicating forward looking information
- Disclosure policies and best practices
- Company social media policy
- Communicating with analysts and investors
- Press/Earnings release, annual report, conference call scripts
- The future of disclosure – Social media and other tools

3:00 – 3:30 pm **Break**
Service Provider Showcase

MONDAY, JANUARY 12

3:30 – 4:30 pm **The Value of Targeting/IR Marketing**

Mali Bergman

Senior Vice President, Investor Relations
Live Nation, Inc.
Beverly Hills, CA

Mickey Foster

NIRI Fellows
Vice President, Investor Relations
FedEx Corporation
Memphis, TN

*Gain insights into targeting, including a definition
and how to successfully target investors*

OBJECTIVES

Definition: What is targeting? Why is it important to your stock's valuation?

Theory – Basic concepts

Practice – How it works

Define your audience

Planning your event schedule

Balancing sell-side vs. Buy-side interest

Resources and tools

Shareowner visibility and related challenges

Budget and time considerations

Using the web as a marketing tool

 Strategic use of the internet to market the company

 Using the internet as a research, selling and communications tool

 Social media

4:30 – 4:45 pm **Summary and Day Wrap-up**

OBJECTIVES

Key learning from the day

Connecting learning to the terrain of IR practice

Highlights in preparation for Wednesday's case study

MONDAY, JANUARY 12

4:45 – 6:00 pm Sunset Reception

5th Floor Balcony



6:30 – 8:00 pm Optional Dinner

NIRI Los Angeles Chapter Dinner
Registration at an additional cost
Visit www.nirila.org for more information



Location: Venice Room

TUESDAY, JANUARY 13

7:45 – 8:15 am Breakfast

Service Provider Showcase

8:15 – 8:30 am Welcome and Introductions

Day Moderator

David Erickson

NIRI Fellows

Vice President, Investor Relations

Edwards Lifesciences Corporation

Irvine, CA

TUESDAY, JANUARY 13

8:30 – 10:00 am **Media and Communications**

James Lucas
Managing Director
The Abernathy MacGregor Group
Los Angeles, CA

Julie MacMedan
CEO, MacMedan Financial Communications
Sherman Oaks, CA

*Learn to create the right messages for your objectives
and how to work with the media*

OBJECTIVES

- Dealing with the media
- Media training
- Crisis management/Reputation management
 - Individual – Commanding credibility quickly
- How marketing, corporate communications, IR and PR interact
- Creating powerful communications tools
- Developing effective messaging

10:00 – 10:30 am **Break**

Service Provider Showcase

TUESDAY, JANUARY 13

10:30 – 11:30 pm **Planning and Executing Analyst Days and Non-Deal Road Shows**

Mali Bergman

Senior Vice President, Investor Relations
Live Nation, Inc.
Beverly Hills, CA

Jean Wood

Vice President, Investor Relations
The Macerich Company
Santa Monica, CA

*Find the secrets to success from planning, preparation
and strategy through execution*

OBJECTIVES

PLANNING AN ANALYST DAY

Planning and preparation: Why, When, Where, Who, How
Senior management participation

PLANNING AND EXECUTING A NON-DEAL ROADSHOW

Define your strategy
Planning and executing
Steps for success

11:30 – 12:30 pm **Lunch**

Ocean and Vine – Lobby Level
Service Provider Showcase

TUESDAY, JANUARY 13

12:30 – 1:30 pm **NIRI Benefits Overview**

Matt Brusch

Vice President, Communications and Practice Information
National Investor Relations Institute
Alexandria, VA

Kraig Conrad

Vice President, Programs and Development
National Investor Relations Institute
Alexandria, VA

Michael McGough

Vice President, Marketing and Membership Development
National Investor Relations Institute
Alexandria, VA

*NIRI leadership explains the organization's many
benefits of membership.*

OBJECTIVES

- NIRI overview
- Four primary membership benefit categories
 - Information
 - Community
 - Professional Development
 - Advocacy

TUESDAY, JANUARY 13

1:30 – 2:30 pm **Understanding Equity Markets**

Rich Barry

Vice President/Floor Governor
NYSE Euronext
New York, NY

Steven Brown

Managing Director, Market Intelligence Desk
NASDAQ OMX
New York, NY

*How the market affects your stock price, including
market mechanics and key market indicators*

OBJECTIVES

- Market mechanics: How stocks are traded – Then and now
 - Market center – Exchanges, market makers and ECNs
 - Auction markets and the role of the specialist
 - Dealer markets and the role of the market maker
 - Dark pools
 - High frequency trades
- Traders and how they affect IR
 - Various trading methodologies
 - How traders affect the role of IR
- Understanding key market indicators for your company's stock
 - Technical versus fundamental analysis
- How prices are determined
- Debt market

2:30 – 3:00 pm **Break**
Service Provider Showcase

TUESDAY, JANUARY 13

Panel Discussion: Understanding the Work of Analysts

3:00 – 3:40 pm The Sell Side

Michael Pachter
Managing Director, Equity Research
Wedbush Securities
Los Angeles, CA

Discover the function of the Sell Side and how to effectively communicate to them

OBJECTIVES

- Definition and function of the institutional marketplace
- Relationship to the sell-side
- How sell-side analysts make an investment decision
- How portfolio managers view the investor relations role
- What information and techniques can help you to enhance effectiveness of communications/information to sell side

The Buy Side

Victor Hawley
Principal
Aristotle Capital Management, LLC
Los Angeles, CA

Find the definition of the Buy Side, their investment decisions, and how to work with them

OBJECTIVES

- Definition and function of the institutional marketplace
- Relationship to the sell-side
- How buy-side analysts make an investment decision
- How portfolio managers view the investor relations role
- What information and techniques can help you to enhance effectiveness of communications/information to buy side

TUESDAY, JANUARY 13

Discussion with Financial Analysts

Victor Hawley

Principal
Aristotle Capital Management, LLC
Los Angeles, CA

Michael Pachter

Managing Director, Equity Research
Wedbush Securities
Los Angeles, CA

How to communicate with Wall Street: problems, concerns, and changing relationships

OBJECTIVES

- Problems, concerns with analyst communication
- How to relate difficult, negative news to senior management and the “Street”
- How is the relationship changing (buy versus sell sides)

3:40 – 4:30 pm Financial Analysis and the IRO

Martin Sheehan

Vice President, Investor Relations
DirecTV
El Segundo, CA

Learn how Wall Street views your company’s financial statements and IR experts on how to tailor your financial data to tell your company’s story

OBJECTIVES

- The value of trend analysis to the IRO
- Communicating financial data more effectively to support value creation
- Which numbers are most meaningful in telling your story?
- It’s more than numbers – the importance of non-financial performance measures

TUESDAY, JANUARY 13

4:30 – 4:45 pm Summary and Day Wrap-up

OBJECTIVES

- Key learning from the day
- Connecting learning to the terrain of IR practice
- Highlights in preparation for Wednesday's case study

Open Night: Enjoy a night out with your newly forming network.

HOMEWORK ASSIGNMENT

Read the Trifecta Corporation case study in the Wednesday section of your program book for tomorrow afternoon's group activity

WEDNESDAY, JANUARY 14

8:00 – 8:30 am Breakfast
Service Provider Showcase

8:30 – 8:45 am Welcome and Introductions

Day Moderator
Laurie Berman
Managing Director
Ponde/Wilkinson, Inc.
Los Angeles, CA

WEDNESDAY, JANUARY 14

Putting It All Together

8:45 – 10:00 am Developing an Investor Relations Plan/IR Resources – Essential Services

Laurie Berman
Managing Director
PondelWilkinson, Inc.
Los Angeles, CA

Julie MacMedan
CEO, MacMedan Financial Communications
Sherman Oaks, CA

Guidelines on all aspects of an IR plan – and how to communicate and deliver the plan

OBJECTIVES

- Guidelines on developing a workable plan for your company
- The role intangibles play in your value proposition
- Optimizing the appropriate shareholder base for your company's stock
- Delivering on the IR strategy
- Measuring results and corporate governance impacts
- Element impact on plan – cap size, industry, business model, region, life cycle
- Essential services

OBJECTIVES

- What are the objectives for your program?
- With whom are you communicating?
- What resources do you have?
- What tools are essential? What tools are nice to have?

10:00 – 10:30 am Break
Service Provider Showcase

WEDNESDAY, JANUARY 14

10:30 – 12:00 pm **Developing an IR Plan – A Case Study Approach**

Facilitators:

Laurie Berman
Managing Director
PondelWilkinson, Inc.
Los Angeles, CA

Julie MacMedan
CEO, MacMedan Financial Communications
Sherman Oaks, CA

Group case study review: apply seminar learning while gaining insight from your new network of practitioners

OBJECTIVES

- Registrants review a case study
- Small group exercise to create an investor relations plan
- Report results of small group activity

12:00 – 1:00 pm **Lunch**

Ocean and Vine – Lobby Level

OBJECTIVES

- Networking

Service Provider Showcase

This will be your last opportunity to visit the service providers. After lunch the *Service Provider Showcase* portion of this seminar ends.

Wrap-Up and Adjourn

Don't forget to complete the online seminar evaluation!